

60. (Amended) The method of claim 50, wherein step (b) comprises the step of receiving a price per physical measure of weight or volume.

72. (Thrice Amended) A computer program product for use by a processor in a computer system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

a computer readable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code to transmit first bid information for a lot having at least one product to an auction server, said transmitted first bid information representing a first bid that is originally defined in a context of a first bidder, said transmitted first bid information being used by the auction server in a comparison of said first bid with other submitted bids, said other submitted bids originally defined in contexts different from said context of said first bidder;

a second computer readable program code to receive second bid information from said auction server, said received second bid information representing a second bid that was submitted by a second bidder, said second bid being originally defined in a context of said second bidder that is different from said context of said first bidder; and

a third computer readable program code to display a relative comparison of said first bid and said second bid in a context of said first bidder.

73. (Thrice Amended) A computer program product for enabling a processor in a computer

system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

a computer readable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code to receive bid information including a bid from a bidder for a lot;

a second computer readable program code to generate a transformed bid using said bid information including said bid; and

a third computer readable program code to transmit said transformed bid to an auction server, said transformed bid being used by said auction server to generate a relative comparison of bids on a common competitive basis, said bids originally defined in at least two different bidder-specific contexts.

74. (Thrice Amended) A computer program product for enabling a processor in a computer system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

a computer readable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code to receive first bid information for a lot having at least one product from a first bidder, said received first bid information

representing a first bid that is originally defined in a context of said first bidder;  
a second computer readable program code to store information reflective of said submitted first bid, said stored information enabling a relative comparison of submitted bids including said first bid on a common competitive basis; and  
a third computer readable program code for to transmit second bid information defined in a context of a second bidder that is different than said context of said first bidder to said second bidder, said transmitted second bid information enabling said second bidder to view said first bid originally defined in said context of said first bidder in said context of said second bidder.

#### REMARKS

The Office Action mailed January 30, 2003 has been reviewed and the comments of the U.S. Patent and Trademark Office have been considered. The specification has been amended. Claims 51, 52 and 58 are withdrawn. Dependent claims 11, 31, 50, 59 and 60 have been amended. Independent claims 72-74 have been amended. Therefore, claims 1-50, 53-57, 59-60, 69 and 72-74 are pending. Reconsideration of the grounds of rejection is respectfully requested in view of the amendments and remarks herein.

#### Information Disclosure Statement

In paragraph 1 of the Office Action, the Examiner states that the Information Disclosure Statement filed on November 5, 2002 fails to comply with 37 CFR 1.98(a)(3) because it does not include a concise explanation of the relevance, as it is presently understood by the individual designated in 37 CFR 1.56(c) most knowledgeable about the content of the information, of each